

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE) (CBCS-2019 COURSE)**  
**M.B.A. (E) SEM - III : WINTER :- 2021**  
**SUBJECT: SERVICES MARKETING**

**Day : Tuesday**  
**Date 22-02-2022**

**W-22310-2021**

**Time : 10:00 AM-01:00 PM**  
**Max. Marks: 60**

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**N.B.**

- 1) Attempt **ANY THREE** questions from Section-I. Each question carries **10** marks.
  - 2) Attempt **ANY TWO** questions from Section - II. Each question carries **15** marks.
  - 3) Answers to both the sections should be written in the **SEPARATE** answer book.
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**SECTION - I**

- Q.1** What are the characteristics of services? Discuss how service is the key differentiator for manufacturing industry.
- Q.2** What is service promotion mix? Explain the role of relationship marketing in promotion of services.
- Q.3** Discuss how customers are co-producers of services with a suitable example.
- Q.4** What are self-service technologies? Explain how it is useful in service marketing.
- Q.5** Write short note on **ANY TWO** of the following:
- a) Service quality and its importance
  - b) Service life cycle
  - c) Distribution strategies for services
  - d) Consumer Vs industrial services

**SECTION - II**

- Q.6** Design a pricing plan for the services of a travels company organizing domestic as well as international tours.
- Q.7** Develop a promotion mix for the service products of an insurance company operating in India.
- Q.8** Develop a system for monitoring and measurement of customer satisfaction for the services of an international chain of hotels.

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